



MARTY WASHBURN
Chain Accounts Manager

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7-6-95

TO: ALL REGION SALES MANAGERS
SUBJECT: WINSTON SELECT DISTRIBUTION GAPS IN SAM'S CLUBS

LADIES & GENTLEMEN:

I HAVE OBTAINED A FOUR WEEK MOVEMENT REPORT ON WINSTON SELECT STYLES FOR ALL SAM'S CLUBS FROM THEIR HOME OFFICE. THE PERIOD FOR THIS REPORT IS FOR MAY 1995.

I HAVE BROKEN THE REPORT DOWN TO YOUR REGION INDICATING WHICH BRANDS ARE SHOWING NO DISTRIBUTION OR MOVEMENT BY CLUB.

THERE MAY BE INSTANCES WHERE A CLUB MAY HAVE MULTIPLE TAXING JURISDICTIONS AND HAVE INVENTORY FOR ONE BUT NOT ALL TAXING AREAS. YOUR PEOPLE WILL NEED TO DETERMINE NEEDS IN THESE CLUBS.

SAM'S REORDER CLERKS MAY HAVE ADDED OR DROPPED "SELECT" BRAND STYLES SINCE THIS REPORT. IN MANY OF THE CLUBS A PARTICULAR STYLE WAS PREVIOUSLY STOCKED AND THEN DISCONTINUED DUE TO SLOW SALES. ALL SALES ARE REVIEWED A MINIMUM OF ONCE QUARTERLY.

IMPROVED DISTRIBUTION OF SELECT CAN BE OBTAINED IN SAM'S IF WE HELP PULL THE PRODUCT THROUGH AT RETAIL, USING PRICE-GAP STRATEGY, CO-MARKETING AS IT APPLIES TO SAM'S RETAIL CUSTOMERS.

I WOULD RECOMMEND RJR SALES PEOPLE CONTACT EACH GENERAL MANAGER TO "PITCH" THE SELECT PROPOSITION INDICATING THE LEVEL OF SALES SUPPORT WE ARE GIVING TO THE BRAND AND ASSIST THEIR LOCAL MARKETING MANAGER IN DEVELOPING PLANS TO IMPROVE SALES.

IF RJR PEOPLE PREBOOK SELECT PRODUCT INTO RETAILERS BUYING FROM SAM'S CLUB, THAT RETAIL ORDER RECEIPT CAN BE USED AS LEVERAGE TO GET THE CLUB'S GENERAL MANAGER TO ASK THE HOME OFFICE FOR NEEDED DISTRIBUTION.

SINCERELY,

MARTY WASHBURN

CC: AVP'S

DM	TED	122
1224		
1225		
1226		
1229		
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

"We work for smokers."

51855 0943

SAM'S CLUB WINSTON SELECT DISTRIBUTION GAPS 6-95										
DIV#	ACCT#	CLUB	CITY	ST	BX KG	KING	LT 100	LT BX	LT KG	SL LT BX
123013	583111	SAM'S CLUB #6369	EAST BRUNSWICK	NJ		0				

51855 0944